

Green from the Ground-Up:

Evaluating impacts and program effectiveness
of a nature-friendly development practices
education series

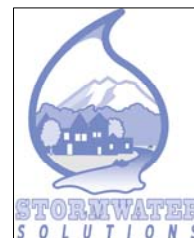
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Evaluating Program Effectiveness

- ▶ Green from the Ground Up
- ▶ Connect the Drops
- ▶ Stormwater Solutions



Benefits of program evaluation

- ▶ **Adjust Program Design**
- ▶ **Improve Program Delivery**
- ▶ **Improve learning success**
- ▶ **Enhance credibility**
- ▶ **Justify or Enhance Budget**
- ▶ **Expand Implementation to Other Areas**

Drawbacks of program evaluation

- ▶ **Can be time consuming before, during and after your program**
- ▶ **Can be expensive**
- ▶ **Results may require you to readjust your program**
- ▶ **Results may show the program do not reach the objectives**

Planning for Program Evaluation:

- ▶ **Start right now!**
- ▶ **Reserve time at planning meetings**
 - Partner's evaluation needs (IRB)
 - Program goals
 - Choose appropriate methodology
- ▶ **Assign roles**
 - Writing and reviewing the evaluation
 - Administering the evaluation
 - Compiling results
 - Interpreting results and sharing outcomes
- ▶ **Plan flexibility into your program series**
- ▶ **Build evaluation time into program agenda**

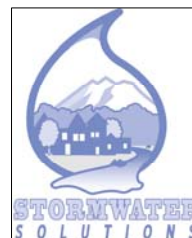
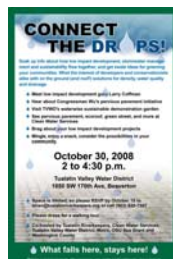
Evaluation Standards:

- ▶ **Anonymity of respondents**
- ▶ **Neutrality (address conflict of interest)**
- ▶ **Concerns of multiple stakeholders are addressed (e.g., funders, program staff, instructors, participants)**
- ▶ **Methods and instrumentation are *reliable* and *valid***
- ▶ **Intended outcomes (goals) as well as unintended outcomes are addressed**
- ▶ **Fair and honest reporting - including strengths and weaknesses**
- ▶ **"Best practice" in evaluation involves multiple methods and multiple perspectives.**

~~QUALITATIVE~~ <-----> ~~QUANTITATIVE~~

Participant Observation	Interviews/ Open-end written questions	Focus Groups	Interviews Semi- structured	Document Review	Classroom Observation	Instructor Logs	Surveys	Participant Tests
Qualitative					Quantitative			
Tells how, why, Open-ended					Tells what and how much, Closed format			
Benefits ("rich data"): <ul style="list-style-type: none"> •Descriptions, narration •Understandings •Perceptions/perspectives 					Benefits (numerical, measurement): <ul style="list-style-type: none"> •Information from a large sample size •Information cheaper to collect •More objective 			
Drawbacks: <ul style="list-style-type: none"> •Information from a small sample size •Information expensive to collect - labor intensive •More subjective 					Drawbacks: <ul style="list-style-type: none"> •May miss important data - such as perceptions, values and unintended outcomes 			

- ▶ **Green from the Ground Up**
- ▶ **Connect the Drops**
- ▶ **Stormwater Solutions**



Green from the Ground Up

Seminar features

- Audience: builders, developers, designers, stormwater engineers, practitioners and jurisdictional staff
- Speakers: Leading regional experts and practitioners in the fields of building, site planning and marketing
- Local case studies, real-life experiences and lessons learned
- Educational materials
- Product information (vendor fair)
- Networking opportunities.



Learning Goals:

- Add value through green development practices
- Market green development to gain competitive advantage
- Use landscape features that double as stormwater management systems

Oregon State UNIVERSITY Extension Service **Sea Grant Oregon**

GREEN from the Ground Up
Seminars for land-savvy developers
Stormwater management with pervious surfaces
January 28, 2008 - HSA, Lake Oswego, OR

OSU Oregon State University

GREEN from the Ground Up
To improve the Green from the Ground Up seminar, please provide your feedback. Thank you!

A. I am a (CIRCLE):
☐ Homeowner
☐ Business/Professional
☐ Other (Please specify): _____

B. Have you previously attended a Green from the Ground Up seminar?
☐ Yes ☐ No

C. If you have, please provide the date and location of the seminar.
 Date: _____ Location: _____

D. How effective was each segment? (Check all that apply)

Segment	Not at all	A little	Somewhat	Very
1. Introductory Guest Speaker: Maria Cortez, HSA, Assoc.	1	2	3	4
2. Technical Presentations: Various Speakers	1	2	3	4
3. Panel of Technical Experts: Various Speakers	1	2	3	4
4. Trade Show: Exhibitors	1	2	3	4

E. Evaluate and networking opportunity
☐ Excellent ☐ Good ☐ Fair ☐ Poor

IF YOU PARTICIPATED IN THE OPTIONAL FIELD TOUR PLEASE COMPLETE QUESTION 2:

2. Field Tour

Statement	Not at all	A little	Somewhat	A lot
A. The field tour was an informative way to learn about pervious surface options.	1	2	3	4
B. Following the field tour I feel more comfortable using pervious surfaces on (1) old before the field tour (2) new construction.	1	2	3	4
C. I felt like the length of the field tour (2 hours) was adequate.	1	2	3	4
D. I felt like the content covered during the field tour was adequate.	1	2	3	4

3. What future workshop topics would you be interested in attending? (check all that apply)

- ☐ Bioretention and rain gardens
- ☐ Low water gardens
- ☐ Native plant gardens
- ☐ Code workshops (jurisdiction?)
- ☐ Others (please list): _____

4. Any comments you'd like to make about this workshop?

5. How to use after taking this class?

6. Do you have any suggestions for future class topics at the OSU?

7. (Please continue on the next page)

8. Association

9. Please tell us about your company

10. How to use after taking this class?

11. Do you have any suggestions for future class topics at the OSU?

12. (Please continue on the next page)

Results

- ▶ Low return rate
 - Incomplete evaluations
 - Blank evaluations
- ▶ High amount of staff time
- ▶ Slow to produce compiled results
- ▶ Unable to readjust workshop format
- ▶ Received valuable information on knowledge gained, and future workshop topics



CONNECT THE DROPS!

Soak up info about how low impact development, stormwater management and sustainability flow together, and get swale ideas for greening your communities. Whet the interest of developers and conservationists alike with on the ground (and roof!) solutions for density, water quality and drainage.

- Meet low impact development guru Larry Coffman
- Hear about Congressman Wu's pervious pavement initiative
- Visit TVWD's waterwise sustainable demonstration garden
- See pervious pavement, ecoroof, green street, and more at Clean Water Services
- Brag about your low impact development projects
- Mingle, enjoy a snack, consider the possibilities in your community.

**October 30, 2008
2 to 4:30 p.m.**

Tualatin Valley Water District
1850 SW 170th Ave, Beaverton

• Space is limited, so please RSVP by October 10 to brian@tualatinriverkeepers.org or call (503) 620-7507

• Please dress for a walking tour.

• Co-hosted by Tualatin Riverkeepers, Clean Water Services, Tualatin Valley Water District, Metro, OSU Sea Grant and Washington County

What falls here, stays here! 🌧️

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Evaluation Methods Connect the Drops

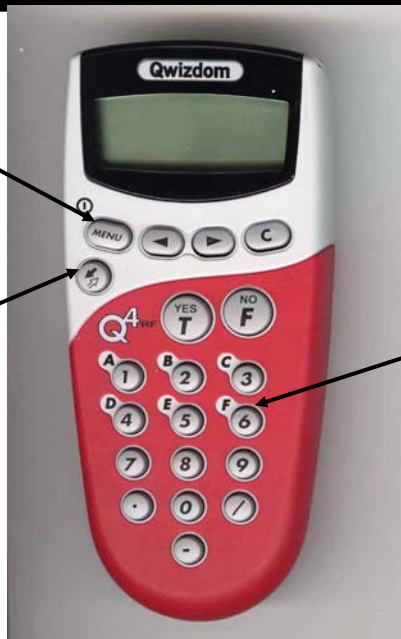
Audience Response System (ARS)

- Qwizdom, Action Point
- Pre and post test
- No open ended questions



1. To power ON and OFF hold down the MENU button.

3. To send your response press the double arrow button.



2. Choose your response using buttons 1-6, representing A-F.

Yes or No

Have you used an ARS system before
(as a facilitator or as a participant)?

Using Audience Response Systems (ARS)

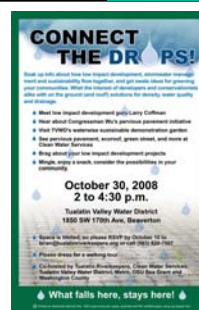
- ▶ Anonymity
- ▶ Instantly display results and engage participants in follow-up discussion
- ▶ Efficient use of time reduces post workshop paper work
- ▶ Interactivity brings healthy competition to sessions.
- ▶ Helps bring learning to life (not just 'talking heads')
- ▶ Gives a voice to shy participants

Using Audience Response Systems (ARS)

- ▶ Requires special hardware and software (Qwisdom, ActionPoint, many others)
- ▶ Additional needs; PowerPoint, computer, projector and electricity
- ▶ High upfront costs (\$50/clicker, \$500/teacher pack)
- ▶ Prone to operator error (takes practice)
- ▶ No opportunity for open ended questions
- ▶ Doesn't completely eliminate data management

Results:

- ▶ **96% participation!**
- ▶ **Attendees intrigued by evaluation method (had fun)**
- ▶ **Attendees interested in results**
- ▶ **With no open ended questions some evaluation results were hard to interpret**



Stormwater Solutions

- Occurring in multiple locations around the state
- Varied audience, like Green from the Group UP
- Program Components at each location:
 - ▶ Project advisory committee (2 - 4 meetings)
 - ▶ Three LID workshops
 - ▶ One rain garden training
- Clear program objectives
- Flexible delivery format
- Somewhat flexible timeline



Evaluation Methods Stormwater Solutions



April 30, 2009 - Eugene

Your suggestions will help us plan future workshops.

1. What did you like?
 ✓ Good basic level exposure
 ✓ Opp. to ref. (template) consult your presentation in
 (I am in the early stages)

2. What didn't you like?
 → Heavy emphasis on bio-swales - good but somewhat
 - Little or none on Eco-roof (Rink) & Rain garden (none)

3. Any suggestions for future workshops?
 - a little more info on design & mechanics
 - Specific native plant species that are effective

Pre and Post ARS survey, Open ended written feedback

Results:

- ▶ High participation
- ▶ Refine workshop format for each location
- ▶ Efficient use of time
- ▶ Good icebreaker
- ▶ Written feedback provided depth, further explanation to ARS results
- ▶ Able to base future workshops on participant recommendation
- ▶ *Participants know future workshops will be tailored to their needs, increase/maintain high attendance*



I am satisfied with the 5th National EPA Non-Point Source and Stormwater Outreach Conference.

- A. Strongly Disagree
- B. Disagree
- C. Neither Agree nor Disagree
- D. Agree
- E. Strongly Agree

For me, the best part of this conference is:

- A. Not being in my office!
- B. The keynote speakers
- C. The tours
- D. The break-out sessions
- E. The location
- F. Networking opportunities

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